

Conference: (Re-) Branding Regions in East Central Europe. Space and Spatial Representations in Transition after World Wars I & II

Dates: February 13-14, 2025

Venue: Institute for East European History, University of Vienna, Spitalgasse 2, Hof 3,
Entrance 3.2 (Campus), 1090 Vienna, Austria

Organizers:

Dr. Martin Rohde, University of Vienna, martin.rohde@univie.ac.at

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(Re-) Branding Regions



Thursday, February 13th

Introduction: 10.00–10.15

Panel I: 10.15–12.00: Re-branding “authenticity”

Christopher Wendt (Budapest) – Reinforcing the Region: Reinvesting (German) Tyrolean Particularity in Post-Habsburg Austria

Martin Rohde (Vienna) – Negotiating “authenticity”. Polish and Ukrainian Re-branding of the Eastern Carpathians in the interwar period

Stefanie Eisenhuth (Potsdam) – Inventing East Germany. Narratives of the GDR in Travel Literature

Chair: Piotr Szlanta (Vienna)

Coffee break: 12.00–12.15

Panel II: 12.15–14.00: Re-branding modernity

Maciej Czerwiński (Kraków) – A Sea Oriented Nation. Dalmatia in the Cultural and Political Imagination after World War I (the publications of the “Adriatic Guard” and “New Europe”)

Jagoda Wierzejska (Warsaw) – “Poles to the sea!” Rebranding Pomerania in the dominant Polish discourse of the interwar period

Matthew D. Pauly (East Lansing) – Out of the Tempest: Post-Revolutionary Odesa, Soviet Ukraine, and the Refashioning of Children

Chair: Magdalena Baran-Szołtys (Vienna)

Lunchbreak: 14.00–15.00

Panel III: 15.00–16.45: Visualizing regional differences

Klaus-Jürgen Hermanik (Graz) – (Re-) Branding of ‘Swabian Turkey’

Elisa-Maria Hiemer (Marburg) & Tamás Székely (Kőszeg) – Crafting Nations Through Regions: Gender and Space in the 1921 Plebiscite Propaganda of Burgenland and Silesia

Melinda Harlov-Csortán (Vác) – Burgenland and its Hungarian counterpart after WWII, and especially after mid-1950s

Chair: Christoph Augustynowicz (Vienna)

Coffee break: 16.45–17.15

Keynote I: 17.15–18.45

Patrice Dabrowski (Harvard) – (Re-)Branding Mountain Regions: The Promotion of Carpathian “Nativeness” in Interwar Poland

Chair: Dietlind Hüchtker (Vienna)

Conference dinner

Friday, February 14th

Keynote II: 9.45–10.45

Kerstin S. Jobst (Vienna) – Yalta as a Russian pleasure periphery. The branding of Crimea’s southern coast through tourism (19th/20th century)

Chair: Alois Woldan (Vienna)

Coffee break: 10.45–11.15

Panel IV: 11.15–13.00: Hierarchies (of power, officialdom, and spatiality) in re-branding

Marty Manor Mullins (KalisPELL) – “Rebranding from Above & Below: Eastern Slovakia’s Hungarian & Greek Catholic Minorities”

Jaroslav Ira (Prague) – Branding the Regions of National Preeminence: Chodsko/South Bohemia in Czechoslovakia and Góry Świętokrzyskie/Sandomierskie in Poland (1918-1939)

Felix Bruckner (Regensburg) – Dogheads. The Chodsko as a special case in the rebranding of the Czechoslovak borderlands after the Second World War

Chair: Börries Kuzmany (Vienna)

Lunch: 13.00–13.45

Panel V: 13.45–15.15: Mnemotechnics of re-branding

Duygu Yayla Eldem (Istanbul) & A. Emre Eldem (Istanbul) – Old Names, New Lands: Mnemonic Continuity in the Renaming of Greek Refugee Settlements

Anthony Hoyte-West (Oxford) – From Habsburg Bukovina to Romanian Bucovina: Literary perspectives on spatial rebranding in selected works by Gregor von Rezzori

Miroslav Malinović (Banja Luka) – Reimagining Banja Luka: Architectural Transformation and Spatial Rebranding of a former Austro-Hungarian provincial city in the Kingdom of Yugoslavia

Chair: Mariia Shynkarenko (Vienna)

Concluding discussion / farewell: 15.15–15.45

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